

# Broadcasting & Cable TV Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

*Global Broadcasting & Cable TV Market Research Report 2017 Analysis and Forecast to 2022*

PUNE, INDIA, June 8, 2017

/EINPresswire.com/ -- Summary Global [Broadcasting & Cable TV](#) industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.



## Synopsis

Essential resource for top-line data and analysis covering the global broadcasting & cable tv market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

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## Key Highlights

- The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.
- The market is valued as the revenues generated by broadcasters through advertising, subscriptions, or public funds (either through TV licenses, general taxation, or donations).
- Any currency conversions included in this report have been calculated using 2016 annual average exchange rates.
- The global broadcasting & cable TV market had total revenues of \$439.1bn in 2016, representing a compound annual growth rate (CAGR) of 2.8% between 2012 and 2016.

- The TV advertising segment was the market's most lucrative in 2016, with total revenues of \$198.8bn, equivalent to 45.3% of the market's overall value.
- Globally the United States is the largest market for broadcasting & cable TV. However the fastest growth is taking place in the less mature markets of the Asia-Pacific region, with the markets in countries like Indonesia, India and China growing at fast speeds.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global broadcasting & cable tv market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global broadcasting & cable tv market
- Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global broadcasting & cable tv market with five year forecasts

### Reasons to buy

- What was the size of the global broadcasting & cable tv market by value in 2016?
- What will be the size of the global broadcasting & cable tv market in 2021?
- What factors are affecting the strength of competition in the global broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up the global broadcasting & cable tv market?

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